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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

IN RE: FACEBOOK, INC. CONSUMER) MDL No. 2843
PRIVACY USER PROFILE LITIGATION) Case No.
_____) 18-md-02843-VC

This document relates to:)
ALL ACTIONS)
_____)

*** HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY ***

REMOTE VIDEOTAPED DEPOSITION BY VIRTUAL ZOOM OF
FACEBOOK INC. REPRESENTATIVE,
AMY LEE
WEDNESDAY, FEBRUARY 24, 2021

Reported by:
Ashala Tylor, CSR #2436, CLR, CRR, RPR
JOB NO. 4473156
PAGES 1 - 226

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Videotaped deposition of Facebook, Inc.
representative, AMY LEE, taken via virtual Zoom,
commencing at 11:08 a.m. and ending at 5:48 p.m., on
Wednesday, February 24, 2021, before Ashala Tylor, CSR
No. 2436, RPR, CRR, CLR.

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1 A P P E A R A N C E S (continued)

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1 A P P E A R A N C E S (continued)

2 Also Present:

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1 of, you know, a dollar per website visit, advertiser 12:15
2 C sending a bid of 20 cents per video view. We want 12:15
3 to translate the bids from each of these advertisers 12:16
4 to advertiser A, B and C are willing to pay X, Y and 12:16
5 Z to show an ad to this person. 12:16

6 In order to do that, we need to 12:16
7 calculate -- or make an estimation if we show any of 12:16
8 these ads to this person, what's the likelihood that 12:16
9 this person will either install -- install the app, 12:16
10 watch a video, or visit a website. 12:16

11 So the estimated action rate refers to the 12:16
12 calculation that we're making about how likely an 12:16
13 individual is to take a given advertiser's desired 12:16
14 outcome. 12:16

15 BY MR. KO: 12:16

16 Q. I apologize. I think I asked -- my 12:16
17 question was estimated auction rate, but we're 12:16
18 talking about estimated action rates, correct? 12:16

19 A. Correct. 12:16

20 MR. FALCONER: Same objection. 12:16

21 BY MR. KO: 12:16

22 Q. And finally, with respect to ad quality, 12:16
23 which was one of the, as you described, one of the 12:16
24 high-level major factors in an ad auction, can you 12:17
25 describe to the Court what that means? 12:17

1 MR. FALCONER: Same objection. 12:17

2 THE WITNESS: In addition to factoring in 12:17

3 advertiser value into the ads auction, which is 12:17

4 essentially what the advertiser bid and the 12:17

5 calculation of estimated action rate are all about, 12:17

6 like how much advertiser value will -- how much 12:17

7 value will an advertiser get when we show this ad to 12:17

8 a person. 12:17

9 We also want to balance into the 12:17

10 equation -- we also want to take into account user 12:17

11 value into that equation. So will the person seeing 12:17

12 the ad have a good experience and see content that's 12:17

13 useful and relevant for them if we show this person 12:17

14 a given ad? 12:17

15 And so that user value or that notion of 12:17

16 relevance, good experience for a consumer is -- is 12:17

17 wrapped up in that last quality factor. 12:17

18 So include several things, including, for 12:18

19 example, our estimation of how likely a person will 12:18

20 be to find content from a given business interesting 12:18

21 or useful. That's one consideration. 12:18

22 And other -- another example consideration 12:18

23 would be maybe less personalized to a person but 12:18

24 more about, okay, is this business -- have they 12:18

25 generally created a good ads experience for people 12:18

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1 individual, if we predict that they will lead to a 12:20
2 good user experience. Or if there are aspects about 12:20
3 the ad or the advertiser that we think will lead to 12:20
4 a worse user experience, then that might kind of 12:20
5 hinder that ad from winning as many auctions for 12:20
6 people. 12:20

7 BY MR. KO: 12:20

8 Q. And does information about a Facebook user 12:20
9 and data that Facebook has about a user improve the 12:20
10 ad quality? 12:20

11 MR. FALCONER: Same objection. 12:20

12 THE WITNESS: Some of the estimations that 12:20
13 we make in our -- as we try to optimize for ad 12:20
14 quality are based on information that we have about 12:21
15 people. 12:21

16 For example, if we know that a person has 12:21
17 interacted with, you know, engaged with a lot of 12:21
18 yoga-related content on Facebook, we might be more 12:21
19 likely to predict that an ad from a yoga apparel 12:21
20 company would be more relevant to this individual, 12:21
21 and that might improve, like, a yoga ad -- a yoga 12:21
22 ad's chances of winning the auction to show to this 12:21
23 individual. 12:21

24 BY MR. KO: 12:21

25 Q. So is the ad quality and ad relevance 12:21

1 shown to a user improved by the information Facebook 12:21
2 has about the user? 12:21
3 MR. FALCONER: Same objection. 12:21
4 THE WITNESS: We are able to show more 12:22
5 relevant and useful ads to people based on the 12:22
6 information that we have about those people's 12:22
7 activity on Facebook. 12:22
8 BY MR. KO: 12:22
9 Q. And if Facebook had less information about 12:22
10 a user, presumably the ad quality and ad relevance 12:22
11 would be diminished; would you agree with me on 12:22
12 that? 12:22
13 MR. FALCONER: Same objection. 12:22
14 THE WITNESS: I think it depends on the 12:22
15 type of information and the ways in which we might 12:22
16 be able to use that information in our -- in our 12:22
17 models. 12:22
18 BY MR. KO: 12:22
19 Q. Now, with respect to the ad auction, I 12:22
20 also understand that Facebook subsidizes certain 12:22
21 relevant ads in the auctions. Are you familiar with 12:22
22 that concept? 12:22
23 MR. FALCONER: Same objection. 12:22
24 THE WITNESS: I'm familiar with the 12:22
25 concept. 12:22

1 BY MR. KO: 12:22

2 Q. And what is your understanding of this 12:22

3 concept? 12:23

4 MR. FALCONER: Same objection. 12:23

5 THE WITNESS: For example, to my 12:23

6 understanding, there are times when we might 12:23

7 subsidize specific ads in the auction for very 12:23

8 specific reasons. For example, we might -- well, I 12:23

9 guess -- can you -- can you clarify what you mean by 12:23

10 subsidy? 12:23

11 BY MR. KO: 12:23

12 Q. Well, my understanding of it -- and you 12:23

13 tell me if I'm wrong, this is your expertise -- but 12:23

14 I understand that Facebook pays money or provides 12:23

15 some sort of revenue sharing and/or agreement with 12:23

16 certain advertisers for placing ads on Facebook. Do 12:23

17 you understand that to be the case? 12:24

18 MR. FALCONER: Same objection. 12:24

19 THE WITNESS: So that Facebook pays 12:24

20 certain advertisers money to incentivize them to put 12:24

21 ads on Facebook. Is that your question? 12:24

22 BY MR. KO: 12:24

23 Q. Subsidizes them. I don't mean a direct 12:24

24 payment, but there's some sort of revenue-sharing 12:24

25 agreement and/or a reduction in the bid price 12:24

1 because Facebook recognizes or otherwise agrees with 12:24
2 them that they're placing a, you know, a large 12:24
3 amount of ads on Facebook. 12:24

4 A. Yes. 12:24

5 MR. FALCONER: Object to form. 12:24

6 THE WITNESS: I see what you mean. 12:24

7 Historically, I know that that has been 12:24
8 true. I can't confirm if it is still the case 12:24
9 today. But historically, for example, within the 12:24
10 2012 to '17 time period, we did have some 12:24
11 arrangements with certain ad agencies where we 12:24
12 provided rebates to certain agencies that were 12:25
13 negotiated upfront before -- much before any ads 12:25
14 were created or entered our ads portion. 12:25

15 BY MR. KO: 12:25

16 Q. So in addition to the rebates to the ad 12:25
17 agencies, are you aware of any agreements with the 12:25
18 advertisers directly for any type of revenue-sharing 12:25
19 or discount for placing their ads on Facebook? 12:25

20 MR. FALCONER: Same objection. 12:25

21 THE WITNESS: At least for the 2012 to 12:25
22 2017 time period, I'm not aware of any other 12:26
23 agreements with advertisers where we were giving 12:26
24 revenue back to advertisers in return for placing 12:26
25 ads on Facebook. 12:26

1 BY MR. KO: 12:26

2 Q. And are you -- in trying to answer this 12:26

3 question, I see that you were looking at another 12:26

4 document. Were you looking at the Internet for this 12:26

5 or were you looking at the document that your 12:26

6 counsel provided to us last night to help answer 12:26

7 this question? What were you looking at? 12:26

8 A. I was looking at a document that was 12:26

9 provided from our finance team that describes 12:26

10 different revenue streams for Facebook over the 2012 12:26

11 to 2017 period. I believe -- if this is the same as 12:26

12 the document that my counsel provided last night, 12:26

13 then it's the document. 12:26

14 MR. FALCONER: David, we've been going a 12:26

15 little more than an hour. Whenever you get to a 12:26

16 good point, we could take a break. 12:26

17 MR. KO: Sure. How about five more 12:26

18 minutes. 12:27

19 Q. If that's okay with you, Amy. Amy, you're 12:27

20 in control. If you want to break now, I'm happy to. 12:27

21 I just have about five more minutes, and then maybe 12:27

22 we can take a break. 12:27

23 A. Five minutes is okay. 12:27

24 Q. Are you familiar with the term ARPU? 12:27

25 A. Yes. 12:27

1 Q. What is it? 12:27

2 A. It stands for average revenue per user. 12:27

3 Q. And this is a specific term used by 12:27

4 Facebook and, would you agree with me, a key metric 12:27

5 for Facebook? 12:27

6 A. It is a key metric for Facebook. 12:27

7 Q. And are you familiar with the term DAU? 12:27

8 A. Yes. 12:27

9 Q. And what is that? 12:27

10 A. It stands for daily active users. 12:27

11 Q. This is also a key metric for Facebook? 12:27

12 A. Yes. 12:27

13 Q. Are you familiar with the term "MAU"? 12:27

14 A. Yes. 12:27

15 Q. What is it? 12:27

16 A. That stands for monthly active users. 12:27

17 Q. This is also a key metric for Facebook? 12:27

18 A. Yes. 12:27

19 Q. And by the way, I noticed in recent years 12:28

20 that the nomenclature I believe has changed to ARPP 12:28

21 and DAP, MAP. Does that sound familiar? 12:28

22 MR. FALCONER: Objection. Outside the 12:28

23 time frame of the notice. But go ahead. 12:28

24 THE WITNESS: It does sound familiar. 12:28

25 BY MR. KO: 12:28

1 Q. But for purposes of the 2012 to 2017 time 12:28
2 period, the terms ARPU, DAU, MAU were key financial 12:28
3 metrics for the company; is that fair to say? 12:28
4 A. Yes. 12:28
5 Q. And more specifically, they are key 12:28
6 metrics for the Facebook business as a whole. Would 12:28
7 you agree with me on that too? 12:28
8 A. Yes. 12:28
9 Q. Other than these three metrics, are you 12:28
10 aware of any other metrics utilized by Facebook? 12:28
11 MR. FALCONER: Objection. Form. 12:28
12 BY MR. KO: 12:28
13 Q. Well, let me ask this way. That was a -- 12:28
14 that was a poor question. 12:28
15 These are the three primary metrics 12:29
16 utilized by Facebook for purposes of its business. 12:29
17 Would you agree with me on that? 12:29
18 MR. FALCONER: Objection. Form. 12:29
19 THE WITNESS: These are three very 12:29
20 important metrics for purposes of Facebook's 12:29
21 business. It's a -- yeah, I -- I don't know how 12:29
22 I -- primary is like a specific distinction that I'm 12:29
23 not sure how I -- I should assess, but those are 12:29
24 three important metrics. 12:29
25 BY MR. KO: 12:29

1 Q. Can you think of -- as you sit here today, 12:29
2 can you think of any other metrics outside of these 12:29
3 three that are very important to Facebook to 12:29
4 measure? 12:29

5 MR. FALCONER: Objection. Form. 12:29

6 THE WITNESS: I think that we track total 12:29
7 revenue is quite an important metric. 12:29

8 BY MR. KO: 12:30

9 Q. Anything else? 12:30

10 MR. FALCONER: Objection. Form. 12:30

11 THE WITNESS: Those are the main metrics 12:30
12 that come to mind as most important. 12:30

13 BY MR. KO: 12:30

14 Q. Going back to ARPU, how does Facebook 12:30
15 calculate ARPU? 12:30

16 A. To my understanding, it is a ratio 12:30
17 essentially from dividing quarterly revenue by 12:30
18 average monthly active users over that quarter. 12:30

19 Q. And does Facebook track -- well, with 12:30
20 respect to monthly active users, is that tracked 12:30
21 globally, regionally, by certain geography? Do you 12:30
22 know? 12:31

23 A. Monthly active users. We certainly -- I 12:31
24 think predominantly track it at a global level. 12:31

25 Q. And in your group in particular, the ads 12:31

1 delivery group, or to the extent you're familiar 12:31
2 with any other advertising group, do you track also 12:31
3 ARPU and/or measure it in any fashion? 12:31
4 MR. FALCONER: Objection. Beyond the 12:31
5 scope of the notice. 12:31
6 Go ahead. 12:31
7 THE WITNESS: We do not have a reason to 12:31
8 track ARPU within our product team specifically. 12:31
9 BY MR. KO: 12:31
10 Q. So which groups at Facebook would you say 12:31
11 are primarily responsible for tracking the ARPU 12:31
12 metric? 12:31
13 MR. FALCONER: Same objection. 12:32
14 THE WITNESS: I'm sorry, what was that, 12:32
15 Russ? 12:32
16 MR. FALCONER: Same objection. Excuse me. 12:32
17 THE WITNESS: The finance team would have 12:32
18 primary responsibility to check that. 12:32
19 BY MR. KO: 12:32
20 Q. Just a few more questions and we can take 12:32
21 a break. 12:32
22 How is DAU measured? 12:32
23 MR. FALCONER: I'm going to object as 12:32
24 beyond the scope of the topic in the notice. 12:32
25 You can answer based on what you know 12:32

1 personally. 12:32

2 THE WITNESS: So I understand that this 12:32

3 would be a measure of the number of users engaging 12:32

4 with our platform in a given day. 12:32

5 BY MR. KO: 12:32

6 Q. Okay. And is it -- is it just -- if an 12:32

7 individual or a user, excuse me, logs on and 12:32

8 accesses Facebook, the Facebook app, for example, if 12:32

9 they do it once, are they tracked as part of the 12:32

10 daily average user metric? 12:32

11 A. I don't recall the specific calculation 12:32

12 offhand. 12:33

13 Q. I see. 12:33

14 MR. FALCONER: I'm going to -- I didn't 12:33

15 want to interrupt the witness. I want to object to 12:33

16 the last question as beyond the scope of the notice. 12:33

17 BY MR. KO: 12:33

18 Q. How about with respect to the monthly 12:33

19 average user? Do you understand how that is 12:33

20 measured? 12:33

21 MR. FALCONER: Same objection. 12:33

22 THE WITNESS: At a high level, it should 12:33

23 be the number of users who are using the platform 12:33

24 within -- within a given month. 12:33

25 But in terms of the specific -- if there 12:33

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1 1 are any specific engagement triggers or activity 12:33
2 2 triggers that would define exactly who gets counted, 12:33
3 3 I would need to confirm that. 12:33
4 4 BY MR. KO: 12:33
5 5 Q. And who would you have to confirm that 12:33
6 6 with? 12:33
7 7 A. I might confirm it with our finance team. 12:33
8 8 They should have the most detailed understanding. 12:33
9 9 Q. So would the finance team have the 12:33
10 10 knowledge and understand how DAU and MAU are 12:33
11 11 measured? 12:34
12 12 A. Yes. 12:34
13 13 MR. KO: Okay. This is probably a good 12:34
14 14 time for a break, so I'm happy to take one now. 12:34
15 15 THE VIDEOGRAPHER: We are off the record 12:34
16 12:34 16 at p.m.
12:34
17
17 17 (Whereupon, a luncheon recess was had.) 12:34
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1 Wednesday, February 24, 2021

2 1:21 p.m.

3

4 THE VIDEOGRAPHER: We are on the record at 01:21

5 1:21 p.m. 01:21

6 EXAMINATION (continued) 01:21

7 BY MR. KO: 01:21

8 Q. Welcome back from the break, Amy. 01:21

9 I want to start by having you pull from 01:21

10 the Exhibit Share a copy of what has been marked as 01:21

11 Exhibit A -- or 8, excuse me. 01:21

12 (Exhibit 8 was marked for 01:21

13 identification and attached 01:21

14 hereto.) 01:21

15 THE WITNESS: Okay. 01:21

16 BY MR. KO: 01:21

17 Q. Do you have that up? 01:21

18 A. Yes. 01:21

19 MR. KO: And, for the record, Exhibit 8 is 01:21

20 a Facebook annual report from 2016. 01:21

21 Q. Is that what you're looking at right now? 01:21

22 A. Yes. 01:21

23 Q. And also for the record, this is a 01:21

24 document we identified to your counsel in advance of 01:21

25 this deposition for you to review. Were you aware 01:21

1 of the possibility that we were going to ask 01:21
2 questions about this? 01:21
3 A. I wasn't aware of any questions pertaining 01:22
4 to this specific document. 01:22
5 Q. Have you reviewed this or any annual 01:22
6 report in advance of this deposition today? 01:22
7 A. Not specifically in preparation for this 01:22
8 deposition. 01:22
9 Q. Okay. But you've seen this -- you have 01:22
10 seen this report or any other annual report before? 01:22
11 A. Yes. 01:22
12 Q. And specifically, have you seen this 2016 01:22
13 annual report before? 01:22
14 A. I can't recall if previous annual reports 01:22
15 I have seen were the 2016 annual report. 01:22
16 Q. Fair enough. 01:22
17 I want to turn your attention to page 4 of 01:22
18 the annual report. On that page there is a title 01:22
19 that says "Limitations of Key Metrics and Other 01:22
20 Data." Let me know when you're there. 01:22
21 A. Yes, I'm here. 01:23
22 Q. Can you go ahead and read into the record 01:23
23 the first sentence that you see at the top of that 01:23
24 page. 01:23
25 A. Sorry, am I on page 4 of the PDF or page 4 01:23

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1 as per the -- 01:23

2 Q. Page 4 of the report. 01:23

3 A. Okay. Okay. Yeah, I'm on page 4 of the 01:23

4 report. And you asked me to read out which part 01:23

5 exactly? 01:23

6 Q. Just the first sentence at the top of that 01:23

7 page. 01:23

8 A. "The numbers for our key metrics, which 01:23

9 include our daily active users (DAUs), monthly 01:23

10 active users (MAUs), and average revenue per user 01:23

11 (ARPU), are calculated using internal company data 01:23

12 based on the activity of user accounts." 01:23

13 Q. Do you have an understanding -- thank you 01:23

14 for that. Do you have an understanding of what 01:23

15 internal company data this sentence is referring to? 01:23

16 A. Yes. 01:24

17 Q. And what internal company data is this 01:24

18 sentence referring to? 01:24

19 A. It should be data on user activity tracked 01:24

20 by our growth team. 01:24

21 Q. And other than the growth team, are there 01:24

22 any other groups at Facebook that would have access 01:24

23 to this -- well, strike that. 01:24

24 Other than the growth team, are there any 01:24

25 other groups or teams at Facebook that are 01:24

1 responsible for tracking this -- this data? 01:24

2 MR. FALCONER: Objection. Beyond the 01:24

3 scope of the notice. 01:24

4 Go ahead. 01:24

5 THE WITNESS: I don't know if there are 01:24

6 other teams specifically responsible for tracking 01:24

7 this user activity that's referenced. 01:24

8 BY MR. KO: 01:24

9 Q. And do you know what specific data is 01:24

10 utilized by the growth team to understand the 01:24

11 activity of user accounts? 01:25

12 MR. FALCONER: Same objection. 01:25

13 THE WITNESS: No, I -- I'm not familiar 01:25

14 with the kind of specific activities that the growth 01:25

15 team is tracking for these numbers. 01:25

16 BY MR. KO: 01:25

17 Q. And earlier before the break you said that 01:25

18 the finance team had an understanding of how to 01:25

19 calculate or measure the key metrics of Facebook, 01:25

20 including ARPU, MAU, and DAU. Do you recall that? 01:25

21 A. Yes, I recall that discussion. And 01:25

22 specifically the -- the -- the discussion had been 01:25

23 around which team might have a greater understanding 01:25

24 of the specific activities that are being captured 01:25

25 in the DAU and MAU numbers. 01:25

1 So I would suspect the finance team has an 01:26
2 understanding of kind of more specific details 01:26
3 around that. But additionally, I think that the 01:26
4 growth team would have that more specific 01:26
5 understanding. And to my understanding, they, more 01:26
6 directly, would be responsible for tracking that. 01:26
7 Q. I see. So the growth team -- just so the 01:26
8 record is clear, the growth team would also 01:26
9 understand how DAU, MAU and ARPU was specifically 01:26
10 measured. Is that your testimony? 01:26
11 A. My understanding is that the growth team 01:26
12 should have a more specific understanding of DAU and 01:26
13 MAU calculations specifically. 01:26
14 Q. And same with respect to ARPU? Is that 01:26
15 measured primarily by the finance team? 01:26
16 A. My -- I don't know for certain, but my 01:26
17 guess would be that the finance team is responsible 01:27
18 for making the ARPU calculation. 01:27
19 Q. I see. That's helpful. 01:27
20 And with respect to the internal company 01:27
21 data that's referenced here on this first page -- or 01:27
22 excuse me, on page 4 of this annual report -- do 01:27
23 you -- do you know where this data is stored and 01:27
24 located? 01:27
25 MR. FALCONER: Objection. Beyond the 01:27

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1 scope of the topic in the notice. 01:27

2 Go ahead. 01:27

3 THE WITNESS: I do not know. 01:27

4 BY MR. KO: 01:27

5 Q. Presumably, the growth team has access to 01:27

6 it? 01:27

7 A. I would presume they have access to the 01:27

8 knowledge of where the DAU and MAU data is stored 01:27

9 specifically. 01:27

10 Q. Okay. If you don't mind, please move 01:27

11 forward in that document to page 36 of the annual 01:27

12 report. And this is not -- not page 36 of the PDF 01:27

13 but just 36 of the actual report. And let me know 01:27

14 when you get there. 01:28

15 A. Okay. 01:28

16 Q. Do you see at the top there is a section 01:28

17 titled "Trends in our Monetization by User 01:28

18 Geography"? 01:28

19 A. Yes. 01:28

20 Q. And could you go ahead and read the first 01:28

21 two sentences of that first paragraph underneath 01:28

22 that heading. 01:28

23 A. "We calculate our revenue by user 01:28

24 geography based on our estimate of the geography in 01:28

25 which ad impressions are delivered, virtual and 01:28

1 digital goods are purchased or virtual reality 01:28
2 platform devices are shipped. We define ARPU as our 01:28
3 total revenue in a given geography during a given 01:28
4 quarter, divided by the average of the number of 01:28
5 MAUs in the geography at the beginning and end of 01:28
6 the quarter." 01:28
7 Q. Thank you. 01:28
8 So with respect to that second sentence 01:28
9 would you -- it sounds like that is how Facebook -- 01:29
10 or that is the methodology for how Facebook 01:29
11 calculates ARPU; is that fair? 01:29
12 MR. FALCONER: Objection. Form. 01:29
13 THE WITNESS: Yes, that's correct. 01:29
14 BY MR. KO: 01:29
15 Q. And I assume this methodology has not 01:29
16 changed over time? 01:29
17 MR. FALCONER: Objection. Beyond the 01:29
18 scope of the topic in the notice. 01:29
19 THE WITNESS: I'm not certain if it's 01:29
20 changed over time. 01:29
21 BY MR. KO: 01:29
22 Q. Do you know with respect to the 2012 01:29
23 through 27 [sic] time period whether or not there 01:29
24 were any variations in how Facebook calculated ARPU? 01:29
25 MR. FALCONER: Same objection. 01:29

1 THE WITNESS: I don't know offhand. 01:29

2 BY MR. KO: 01:29

3 Q. Do you know how geography is broken down 01:29

4 as described in this definition of ARPU? 01:29

5 MR. FALCONER: Same objection. 01:30

6 THE WITNESS: One way that I'm aware it's 01:30

7 broken down is by four global regions or four -- 01:30

8 four global regions: U.S. and Canada, Europe, 01:30

9 Asia-Pacific, and rest of world. 01:30

10 BY MR. KO: 01:30

11 Q. And so when this calculation of ARPU as 01:30

12 described incorporates geography the four ways, at 01:30

13 least as represented here, that Facebook defines 01:30

14 geography is through these four sub regions that you 01:30

15 described; is that correct? 01:30

16 MR. FALCONER: Same objection. And 01:30

17 objection as to form. 01:30

18 THE WITNESS: Yes, these were four 01:31

19 regions, four geographies where Facebook was 01:31

20 calculating ARPU by region. 01:31

21 BY MR. KO: 01:31

22 Q. Do you know if Facebook tracks revenue or 01:31

23 ARPU at a more granular level than by the four 01:31

24 regions represented here? 01:31

25 A. Not to my knowledge. 01:31

1 Q. So you don't know whether or not we can 01:31
2 identify ARPU by U.S. users or U.S. MAUs? 01:31
3 A. Not to my knowledge. 01:31
4 Q. Okay. And who would presumably know if 01:31
5 you don't know? Would the finance team know? 01:31
6 A. The finance team should know. 01:31
7 Q. And with respect to the U.S. in 01:31
8 particular, do you know whether or not Facebook 01:31
9 tracks ARPU based on a regional level within the 01:31
10 U.S.? 01:31
11 MR. FALCONER: Same objection. 01:31
12 THE WITNESS: I don't know if we do, but 01:32
13 the finance team should be able to confirm. 01:32
14 BY MR. KO: 01:32
15 Q. Okay. Now, I presume there are financial 01:32
16 statements that are created by the finance team 01:32
17 reflecting revenue at a more granular level than 01:32
18 what's represented in the 10K. Is that a fair 01:32
19 presumption? 01:32
20 MR. FALCONER: Objection. Beyond the 01:32
21 scope of the notice. 01:32
22 Go ahead. 01:32
23 THE WITNESS: Whatever is included in our 01:32
24 public filing, the extent of what I would presume 01:32
25 the finance team prepared. 01:32

1	BY MR. KO:	01:32
2	Q. Move forward a few pages to page 40 of the	01:32
3	annual report. And let me know when you get there.	01:32
4	A. Yes.	01:32
5	Q. On that page that reflects a consolidated	01:32
6	statement of Facebook's income for 2016, and, in	01:33
7	particular, there's a line item at the top	01:33
8	reflecting revenue. Do you see that?	01:33
9	A. Yes.	01:33
10	Q. And the revenue as reflected in this	01:33
11	annual report shows Facebook's overall revenue from	01:33
12	the last three years as of the date of this report	01:33
13	from 2014 through 2016. Do you see that?	01:33
14	A. Yes.	01:33
15	Q. And here the revenue is just one line item	01:33
16	and there's no details about the sources of revenue;	01:33
17	is that correct?	01:33
18	MR. FALCONER: Objection. Form.	01:33
19	THE WITNESS: That's correct.	01:33
20	BY MR. KO:	01:33
21	Q. And on the next page I noticed there's	01:33
22	another description of revenue and another chart, if	01:33
23	you will, of -- of Facebook's revenue at the bottom	01:33
24	of page 41. Do you see that?	01:33
25	A. Yes.	01:33

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1 Q. Here there's at least a breakdown of the 01:33
2 two sources -- or two primary sources perhaps -- of 01:34
3 how Facebook generates this revenue. Do you see 01:34
4 that? And it's titled "Advertising," 1, and 01:34
5 "Payments and other fees," 2. 01:34

6 A. Yes. 01:34

7 Q. So, again, I presume that there are 01:34
8 financial statements that exist that break down at a 01:34
9 more granular level what this advertising revenue 01:34
10 consists of on the one hand and also what this 01:34
11 payments and other fees revenue consists of on the 01:34
12 other; is that fair? 01:34

13 MR. FALCONER: Objection. Beyond the 01:34
14 scope of the notice. 01:34

15 Go ahead. 01:34

16 THE WITNESS: The finance team has tracked 01:34
17 over these years more granular components of these 01:34
18 two categories of revenue. 01:34

19 BY MR. KO: 01:34

20 Q. And, in fact, that's -- that's, I believe, 01:34
21 what is reflected in the doc -- document that you 01:34
22 were reviewing earlier today and I believe what was 01:34
23 provided by your counsel last night; is that 01:34
24 correct? 01:35

25 A. Yes. 01:35

1 Q. Okay. Why don't we turn to that. And we 01:35
2 can talk about that a bit. 01:35
3 MR. KO: So I have went ahead and marked 01:35
4 what will be Facebook Exhibit 9. 01:35
5 (Exhibit 9 was marked for 01:35
6 identification and attached 01:35
7 hereto.) 01:35
8 BY MR. KO: 01:35
9 Q. And that will be in your Exhibit Share 01:35
10 folder. Let me know when you've pulled that up. 01:35
11 A. Yes, I have it. 01:35
12 Q. Okay. Great. 01:35
13 MR. KO: For the record, this is a 01:35
14 document that Facebook's counsel provided to us 01:35
15 yesterday evening around 7:15 and represented to us 01:35
16 that it was prepared for Ms. Lee in preparation for 01:35
17 this deposition so she could speak on the topics -- 01:35
18 or the topic that she was designated to speak on 01:35
19 today. 01:35
20 Q. Are you familiar -- does this document 01:35
21 look familiar to you, Amy? 01:35
22 A. Yes. 01:36
23 Q. And this is, in fact, the document that 01:36
24 you were looking at and referring to earlier that 01:36
25 was prepared by folks in finance to help you with 01:36

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